

**REMARKS**

In view of the remarks to follow, applicants respectfully request reconsideration and early allowance of this application.

Claims 1-28 are pending in this application.

The Examiner rejected claims 1-10, 12-22, and 24-28 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,026,433 (hereinafter “D’Arlach”).

The Examiner rejected claims 11 and 23 under 35 U.S.C. § 103(a) as being unpatentable over D’Arlach in view of U.S. Patent No. 6,014,638 (hereinafter “Burge”).

The Examiner’s rejections are respectfully traversed.

Independent claims 1, 12, 13, and 24-28 are directed to various methods and systems for generating a web site. Each of the independent claims recites, in part, as follows:

“retrieving web site data including dynamic content data from an external data source in accordance with the generated description of the web site.”

Applicants respectfully submit that nowhere in D’Arlach is it disclosed to generate one or more pages of a web site based, in part, on retrieved web site data that includes dynamic content data from an external data source. Dynamic content data that is retrieved in accordance with the general description of the web site is pre-created industry content, as described in the specification, as follows:

“In accordance with a preferred embodiment of the invention, pre-created industry content (“dynamic content”) is provided to a user in one of over 200 industry groups. This content is then customized to each user.” See the specification, page 10, lines 18 - 20.

Applicants respectfully submit that, contrary to the Examiner’s contention, D’Arlach fails to disclose, “retrieving web site data including dynamic content data from an external data

source,” as required by the independent claims of this application. The Examiner cites D’Arlach, at column 5, lines 1-35 and column 7, lines 1-50, as disclosing this feature. However, D’Arlach, at column 5, lines 1-35, merely describes a database structure. In particular, this portion of D’Arlach refers to the use of a database of templates in creating a web site. D’Arlach describes a database structure in which a template database stores customizable objects or elements. Style templates are stored in a server computer as database files and consist of a set of objects or elements stored in the database. In order for a user to create a web site, the user selects a style template upon which his or her web site will be based. Upon the user’s selection of a template, the server computer copies the selected template so that the user may edit the copy without changing the basic template in the server. When the user is finished editing, the template is published as a web site.

Applicants respectfully submit that D’Arlach, at column 5, lines 1-35, fails to show or suggest “retrieving web site data including dynamic content data from an external data source in accordance with the generated description of the web site,” as required by independent claims 1, 12, 13, and 24-28.

Additionally, applicants respectfully submit that, contrary to the Examiner’s contentions, D’Arlach, at column 7, lines 1-50, does not show or suggest “retrieving web site data including dynamic content data.” This cited portion describes many different feature of the D’Arlach invention. This portion of D’Arlach describes automatically displaying the present day and date to a web page as an image file. This cited portion of D’Arlach further describes authoring a web site page from a remote computer in a network. This portion of D’Arlach describes providing a user with the ability to classify his or her web site as public access or private access only. Additionally, this portion of D’Arlach describes adding new pages by linking them to a page

within a web page template or by copying an existing page. Lastly, this portion of D'Arlach describes providing a user with the ability to add a full-text search page to a web site.

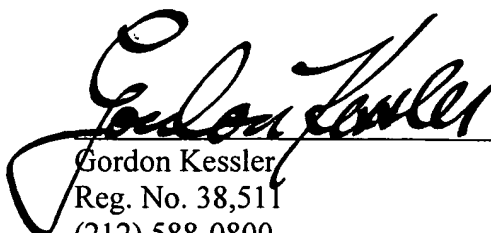
Applicants respectfully submit that D'Arlach, at column 7, lines 1-50, fails to show or suggest retrieving "dynamic content" as described by applicants' specification. Rather, this portion of D'Arlach describes the numerous features listed above. In the method of D'Arlach, a user selects a template and may edit options in that template. The user may additionally add text to the web site template; however, D'Arlach does not show or suggest retrieving pre-created industry content (dynamic content), as required by applicants' independent claims.

Applicants respectfully submit that independent claims 1, 12, 13, and 24-28 are patentable over D'Arlach at least because D'Arlach fails to show or suggest retrieving "dynamic content" as described by applicants' specification. Dependent claims 2-11, and 14-23 depend from independent claims 1 and 13, respectively, and are patentable at least because claims 1 and 13 are patentable.

In the event that the Examiner disagrees with any of the foregoing comments concerning the disclosures in the cited prior art, it is requested that the Examiner indicate where, in the reference, there is the basis for a contrary view.

In view of the foregoing remarks it is believed that all of the claims in this application are patentable over the prior art. Early and favorable consideration of this application is respectfully requested.

Respectfully submitted,  
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